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PhD Candidate in Marketing
Beedie School of Business, Simon Fraser University
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Research Interests
Brand Storytelling and Product Packaging
Brand Delivery and the Consumer Experience
Entrepreneurial Marketing Strategy
Case Teaching Methods
Experiential Pedagogy

Education
PhD, Marketing, Simon Fraser University, Vancouver, BC. 2016 (Expected)
MBA, Simon Fraser University, Vancouver, BC. 2010
BA (Hons.), Sociology, University of British Columbia, Vancouver, BC. 2003

Appointments
Visiting Lecturer, Babson College, Boston, MA. (2014-)
Instructor, Simon Fraser University, Vancouver, BC. (2011-)
Adjunct Instructor, University of Northern British Columbia, BC. (2013-)
Adjunct Instructor, University of Massachusetts, Amherst, MA. (2013-2014)
Instructor, Oklahoma State University, OK. (2012)
Dissertation

Silent Salesmen: The Stories Packages Tell

Committee: Leyland Pitt, Michael Parent, Pierre Berthon

Proposal Defense: June 24, 2015

Abstract:

On an average trip to the supermarket, a consumer is exposed to more than 20,000 products, usually in less than thirty minutes. Even if the consumer has a shopping list, chances are that almost three-quarters of their purchase decisions in the supermarket will be made as they walk through the aisles, and more than half of their food purchases will be unplanned. What taunts us and calls to us from the aisles are product packages – brightly colored yet static salespeople vying for our attention and promising thousands of ways to improve our lives. Packaging plays a critical role in influencing consumers at the point of sale, particularly for fast-moving consumer goods. The modern supermarket is a self-service shopping experience and thus the product package must play the role of the merchant, shopkeeper and sales agent.

Existing marketing research focuses on package shape and visual elements on the front of the package. But packages are not one-sided, and available theory provides little insight into the content, purpose or effect of the stories on the backs product packages. Packaging stories are considered vehicles of brand meaning transfer from the firm to the consumer, and thus a critical component of brand communications.

This dissertation tenders three papers examining the role of packaging stories in marketing communications for fast-moving consumer goods. The first establishes a theoretical foundation for the exploration of brand storytelling, drawing from marketing, literary and narrative theory. Subsequently, the two original research papers are proposed: the first seeks to explore what types of stories packages tell, the second seeks to examine the influence of these stories on consumer perceptions of a product’s value.

The second paper takes a grounded approach, seeking to establish a typology of packaging stories using content and semiotic analysis of over 500 product packages across 18 product categories. The third paper experimentally tests the influence of packaging stories on the perceived value of products across two studies. The first study tests the hypothesis that the presence of a product package story will increase consumer willingness to pay, and the second study tests the hypotheses that the type of story on a product package mediates the influence of the story on willingness to pay, and that this effect varies by product type.
Journal Publications

   * Emerald Literati Network Awards for Excellence, Outstanding Paper Award 2013.

Book Chapters

Teaching Cases


Research Under Review (R&R Status)


Refereed Conference Contributions


**Publication, Funding & Other Awards**

AMA-Sheth Foundation Doctoral Consortium Fellow, Kellogg School of Management at Northwestern University, June 2014.

President’s PhD Scholarship, Simon Fraser University, March 2014.

Beedie Family Graduate Scholarship, Beedie School of Business, Simon Fraser University, 2014

American Marketing Association Best-In-Track (Marketing Education) Paper Award, 2013, for “Ethical Pictures” at AMA Summer Educators’ Conference.


Beedie Family Graduate Scholarship, Beedie School of Business, Simon Fraser University, 2013

Graduate Fellowship, Simon Fraser University (PhD), September 2012

Academy of Marketing Science Travel Grant, August 2012

Graduate Fellowship, Simon Fraser University (PhD), May 2012

Best Paper, Case Study. Academy of Marketing Conference, July 2011

Riata/USASBE Scholarship, Oklahoma State University, June 2011

Graduate Fellowship, Simon Fraser University (PhD), May 2011

Academy of Marketing Science Travel Grant, May 2011

Graduate Fellowship, Simon Fraser University (PhD), September 2010
Teaching Appointments

Babson College, Boston, MA.
Principles of Marketing (Fall 2014, Spring 2015) Rating 1.6 (reverse scored out of 5)
Marketing Research (Fall 2014, Spring 2015) Rating 2.0

Beedie School of Business, Simon Fraser University, Vancouver, BC.
BUS478 Strategy (Spring 2012, Fall 2012, Fall 2013 x2, Spring 2014)
  * Fall 2012 ranked #1 out of 134 undergraduate business courses at SFU: Rating 4.0
  * Fall 2013 ranked #7 out of 154 undergraduate business courses at SFU: Rating 3.9
  * Spring 2014 ranked #8 out of 140 undergraduate business courses at SFU: Rating 3.9

BUS446 Marketing Strategy (Fall 2011, Spring 2013, Summer 2013, Fall 2013)
  * Spring 2014 ranked #1 out of 140 undergraduate business courses at SFU: Rating 4.0
  * Fall 2013 ranked #1 out of 154 undergraduate business courses at SFU: Rating 4.0
  * Summer 2013 ranked #1 out of 114 undergraduate business courses at SFU: Rating 4.0
  * Spring 2013 ranked #5 out of 138 undergraduate business courses at SFU: Rating 3.9

BUS343 Introduction to Marketing (Summer 2012)
BUS556 GDBA Marketing Strategy, Graduate (Summer 2012)

University of Massachusetts Amherst, Boston, MA.
MKTG 412 Marketing Research (Spring 2014)

University of Northern British Columbia, Vancouver, BC.
MBA COMM 640 Marketing Management (Spring 2014)

Oklahoma State University, Stillwater, OK.
MBA 5263 Entrepreneurial Marketing (Summer 2012)
Teaching Awards

TD Canada Trust Distinguished Teaching Award 2014, Winner.
LINKS Simulations & Marketing Management Association Foundation Legacy Fund Outstanding Teacher-Scholar Doctoral Student Award 2013, Winner
AccessCapon Teaching Innovation Competition & Marketing Management Association Teaching Innovation Competition 2013, Runner-Up
Only PhD Candidate nominated for final competition and awards.
Faculty of Business Administration Teaching Honour Roll, 2012/2013, Simon Fraser University.
Recognizes top 10% of all faculty in Business Administration.
Only PhD student to receive this recognition.

Service Contributions

Journal Guest Editorships


Editorial Review Board Appointments

Marketing Education Review

Ad Hoc Reviewer Appointments

Journal of Marketing Education
Journal of Advertising Research
Academy of Marketing Science Review
Journal of Consumer Behavior
Journal of Public Affairs
Service Industries Journal
Journal for Advancement of Marketing Education
International Journal of Technology Marketing

Track Chair Appointments

Academy of Marketing Science 2015 Conference, Special Sessions Track. Denver, CO
Academy of Marketing Science 2013 Conference, Services Marketing Track. Monterey, CA
Session Chair Appointments

Academy of Marketing Science 2014 Conference, Indianapolis, IN
American Marketing Association Summer Educators’ Conference 2013, Boston, MA
Academy of Marketing Science 2012 Word Marketing Congress, Buckhead, GA
Academy of Marketing Science 2011 Conference, Coral Gables, FL
World Marketing Congress 2011, Rheims, France

Other Service Contributions

Faculty Advisor. Babson Marketing Association, Babson College. 2015-2016.
Proceedings Editor. Western Academy of Management Annual Conference 2014. Napa, CA.
Advocacy Board Member. YWIB Young Women In Business, SFU Chapter. 2012-2015.
Faculty Advisor. IMC: Intercollegiate Marketing Competition (Western Canada’s largest undergraduate marketing case competition). 2012 & 2013. Vancouver, Canada.

Graduate Certificate Workshops

Instructional Skills Workshop, Simon Fraser University Teaching & Learning Centre.
Experiential Classroom XLII, Oklahoma State University. From Michael Morris.
Certificate in Research Ethics, Simon Fraser University Office of Research Ethics.

Teaching Assistantships

Beedie School of Business, Simon Fraser University, Vancouver, BC.

Americas MBA Strategy (for Daniel Shapiro)
MBA Organizational Simulation Analysis (BUS724, for Marc-David Siedel, Tom Lawrence and Andrew von Nordenflycht)
MBA Marketing Management (BUS702, for Leyland Pitt)
EMBA Marketing Management, Simon Fraser University (for Leyland Pitt)
MBA Strategy (BUS701, for Michael Parent)
GDBA Marketing Management (BUS556, for Anjali Bal)
GDBA Organization Behavior and Human Relations Management (BUS557, for Melissa McCrae)

MBA Marketing Management, Vienna University of Business and Economics (for Leyland Pitt)

Global Marketing Management (BUS447, for June Francis)

Introduction to Marketing (BUS343, for Anjali Bal)

**Doctoral Courses**

Research Methods (BUS981). Simon Fraser University. From Brenda Lautsch and Tom Lawrence.

Qualitative Research Methods in Organizations (COMM623). University of British Columbia. From Sally Maitlis.

Research Project (BUS990). Simon Fraser University. From Tom Lawrence and Leyland Pitt.

Services Marketing Seminar. Lulea University of Technology. From Leyland Pitt.

Directed Studies I: Verbal and Graphic Content Analysis (BUS983). Simon Fraser University. From Leyland Pitt.

Directed Studies II: Influences of Social Media and Consumer Generated Content on Branding (BUS984). Simon Fraser University. From Leyland Pitt and Michael Parent.

Theory Development in Business Administration (BUS980), Simon Fraser University. From Andrew von Nordenflycht.

Quantitative Research Methods and Analytic Strategies (NURS549). University of British Columbia. From Leanne Currie.

Advanced Qualitative Research in Education (EDUC866). Simon Fraser University. From Suzanne de Castell.

Seminar in Consumer Behavior (COMM622). University of British Columbia. From JoAndrea Hoegg.

Dissertation Development (BUS982). Simon Fraser University. From Tom Lawrence.

**Practitioner Experience**

Director of Operations & Brand. The Ocean Club Tapas Lounge: Sea to Sky Hospitality Group, Vancouver, BC. (2010-2011)


Affiliations

American Marketing Association
Academy of Marketing Science
Academy of Marketing
Marketing Management Association
Young Women in Business Simon Fraser University
Net Impact Simon Fraser University
Golden Key International Honor Society

Media Coverage & Mentions:

http://beedie.sfu.ca/blog/tag/adam-mills/
RMP (Babson College): http://www.ratemyprofessors.com/ShowRatings.jsp?tid=1946433
RMP (Simon Fraser University): http://www.ratemyprofessors.com/ShowRatings.jsp?tid=1631483

References, course evaluations, sample syllabi, and current working papers available upon request.
REFERENCES

Leyland F. Pitt
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APPENDIX: SELECTED ABSTRACTS

Everyone keeps secrets – and organizations are no exception. Current literature on secrecy in organizations is centered on the managerial perspective of secrets as competitive resources; this conceptual paper takes a consumer-centric approach and presents a detailed explanation of why and how marketing secrets create value for consumers. First, a discussion of agency highlights three consumer roles in the marketing of secrets: Insiders, who know the secret, Aspirants who know of the secret, and Outsiders who do not know of the secret. Second, based on two mechanisms of awareness and primacy, a value-chain of secrecy is proposed that presents four types of value that consumers can extract from secrets: acquisition value, acknowledgement value, leverage value and dissemination value. Lastly, secrecy is revisited as a strategic marketing tool, when considered as a means of creating value for consumers.

The importance of social media for marketing professionals has grown immensely as consumers turn to it to connect with products, brands, and brand communities. Yet limited research investigates the uses of social media to teach core marketing concepts. This article analyzes coursework in foundational marketing classes, with a specific focus on the effectiveness of social media for teaching core marketing concepts. Through the use of multiple social media platforms, the courses sought to engage students in active learning and provide a medium for the students to apply marketing concepts and market real companies to a public audience. Survey data provide insights into the effectiveness of social media as a tool for teaching core course concepts.

Research on service brands’ participation in online activities has focused largely on Internet-enabled transactions and functional interactions between the firm and the customer. Most research discussing social media for online services position it as an extension of offline customer service activities and secondary in marketing importance to branded websites. This research explores the role of social media for online service brands rather as a set of online communication channels that enable the development and nurturing of brand–consumer relationships and trust, particularly relevant for high-involvement services dealing with private consumer information. Social media are further treated as a strategic means of mitigating consumer perceptions of risk of high-involvement online services, particularly those transitioning from offline to online environments. To conclude, a prescriptive managerial process for the development, management and measurement of online service brand and customer relationship management strategies on social media is proposed.